REFER-A-FRIEND

Get a friend on the Benson & Hedges 100's mailing list. If you have a friend who is a smoker 21 years of age or older, please have them fill out this card, and return it. That way, they may be eligible to receive future Benson & Hedges 100's mailings like you.

☐ Mr./ ☐ Ms./ ☐ Mrs. ☐ Male ☐ Female

Address Apt.#

City State ZIP Phone ( )

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentives in the mail, subject to applicable state and federal laws.

Signature (required) _____ Birth Date (required) ___/___/___
Month Day Year

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?
(brand name)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

5. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both ways

6. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

7. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Doral	☐ Misty	☐ Store Brand/ Generic
☐ Basic	☐ Eve	☐ Montclair	
☐ Benson & Hedges	☐ GPC	☐ More	☐ Style
☐ Bristol	☐ Kool	☐ Newport	☐ Superslims
☐ Cambridge	☐ Malibu	☐ Salem	☐ Virginia Slims
☐ Capri	☐ Marlboro	☐ Savannah	☐ Winston
☐ Carlton	☐ Merit	☐ Sterling	☐ Other
			☐ None

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